

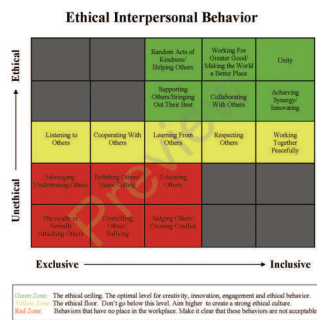
Leading in Context

FOR IMMEDIATE RELEASE:

New “Stoplight” Graphic Provides Clear Context for Discussing Ethical Behavior

Richmond, Virginia—May 9, 2011 The “respectful workplace behavior” movement gets a boost with the publication of new *Leading in Context*® graphic “Ethical Interpersonal Behavior”

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The new color-coded graphic shows a progression from the **red zone** (unethical behavior that should not be tolerated) to the **yellow zone** (caution – this is the ethical floor) and the **green zone** (ethical interpersonal behavior).

This visual context for interpersonal behavior will help business leaders communicate expectations for ethical behavior and build a clear shared context for how to work together in an ethical business.

A 7-block excerpt of the new tool is featured in the [April 27, 2011 Post on the Leading in Context® Blog](#).

A digital copy of the new Visual Tool is available for under \$10 at the [Leading in Context Store](#). Purchase includes the right to copy the graphic for use in internal teaching and training.

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